

ESTTA Tracking number: **ESTTA754861**

Filing date: **06/27/2016**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Notice of Opposition

Notice is hereby given that the following party opposes registration of the indicated application.

Opposer Information

Name	NIKE, Inc.
Granted to Date of previous extension	06/26/2016
Address	One Bowerman Drive Beaverton, OR 97005 UNITED STATES

Attorney information	Helen Hill Minsker Banner & Witcoff, Ltd. 10 South Wacker Drive Suite 3000 Chicago, IL 60606 UNITED STATES hminsker@bannerwitcoff.com, aheinze@bannerwitcoff.com, mhouston@bannerwitcoff.com, bwlitdocket@bannerwitcoff.com, bwptotm@bannerwitcoff.com Phone:312-463-5000
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Applicant Information

Application No	86424758	Publication date	12/29/2015
Opposition Filing Date	06/27/2016	Opposition Period Ends	06/26/2016
Applicant	World Wrestling Entertainment, Inc. 1241 East Main Street Stamford, CT 06902 UNITED STATES		

Goods/Services Affected by Opposition

Class 025. First Use: 0 First Use In Commerce: 0

All goods and services in the class are opposed, namely: Clothing, namely, tops, shirts, jackets, bottoms, pants, shorts, underwear, pajamas; clothing, namely, ties; gloves; Halloween and masquerade costumes; footwear, namely, shoes, sneakers, slippers; headwear, namely, hats; wrist bands; bandanas

Grounds for Opposition

Priority and likelihood of confusion	Trademark Act Section 2(d)
Dilution by blurring	Trademark Act Sections 2 and 43(c)

Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	1875307	Application Date	10/03/1989
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Registration Date	01/24/1995	Foreign Priority Date	NONE
Word Mark	JUST DO IT.		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 025. First use: First Use: 1989/01/26 First Use In Commerce: 1989/01/26 CLOTHING, NAMELY T-SHIRTS, SWEATSHIRTS AND CAPS		

U.S. Registration No.	4350316	Application Date	12/06/2012
Registration Date	06/11/2013	Foreign Priority Date	NONE
Word Mark	JUST DO IT		
Design Mark	<h1>JUST DO IT</h1>		
Description of Mark	NONE		
Goods/Services	Class 009. First use: First Use: 2008/10/31 First Use In Commerce: 2008/10/31 Eyeglass frames; Sunglasses		

U.S. Registration No.	4704671	Application Date	08/26/2013
Registration Date	03/17/2015	Foreign Priority Date	NONE
Word Mark	JUST DO IT		
Design Mark	<h1>JUST DO IT</h1>		
Description of Mark	NONE		
Goods/Services	Class 009. First use: First Use: 2010/12/00 First Use In Commerce: 2010/12/00 Cell phone cases; parts and accessories for cell phones, namely, cell phone covers; specialty carrying cases for cell phones; cases for hand-held computing devices; protective covers for hand-held computing devices; eyewear;		

	sunglasses		
U.S. Registration No.	4764071	Application Date	11/04/2014
Registration Date	06/30/2015	Foreign Priority Date	NONE
Word Mark	JUST DO IT		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 018. First use: First Use: 2011/07/01 First Use In Commerce: 2011/07/01 All purpose sport bags; Backpacks Class 025. First use: First Use: 1989/01/26 First Use In Commerce: 1989/01/26 Footwear; Headbands; Headwear; Pants; Shorts; Sports bras; Tank tops; Tights; Warm up suits		
U.S. Registration No.	4902036	Application Date	09/21/2015
Registration Date	02/16/2016	Foreign Priority Date	NONE
Word Mark	JUST DO IT		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 021. First use: First Use: 2015/07/01 First Use In Commerce: 2015/07/01 Bottles, sold empty		
Attachments	85795981#TMSN.png(bytes) 86048407#TMSN.png(bytes) 86444421#TMSN.png(bytes) 86762618#TMSN.png(bytes)		

	007834.00136 Notice of Opposition.pdf(105675 bytes) 007834.00136 Exhibit A.pdf(553951 bytes)
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Certificate of Service

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by First Class Mail on this date.

Signature	/helen hill minsker/
Name	Helen Hill Minsker
Date	06/27/2016

Attorney Docket:
007834.00136

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

In the Matter of Trademark Applicant)	
World Wrestling Entertainment, Inc.)	
)	
)	
Mark: JUST BRING IT)	
)	
Serial No.: 86/424,758)	
)	
Filed: October 15, 2014)	
)	
Published in the Official Gazette dated December 29, 2015)	
_____)	
NIKE, INC.,)	
Opposer,)	Opposition No. _____
vs.)	
)	
WORLD WRESTLING ENTERTAINMENT, INC.,)	
Applicant.)	
_____)	

NOTICE OF OPPOSITION

Opposer, NIKE, Inc., whose address is One Bowerman Drive, Beaverton, Oregon 97005, believes it will be damaged by registration of the above-identified mark (hereinafter “Applicant’s Mark”) and opposes the same.

The grounds for the opposition are as follows:

1. Opposer is a leading sport and fitness company, and a leading provider of a broad range of clothing, footwear, sporting goods and related products and services.
2. Opposer is the owner of rights granted via federal registrations and common law rights for the marks “JUST DO IT.” and “JUST DO IT” (collectively the “JUST DO IT Mark”).

3. Opposer has continuously used the JUST DO IT Mark in interstate commerce since at least as early as 1989 in connection with various clothing items.

4. In addition to continuous use of the JUST DO IT Mark in interstate commerce in connection with clothing, Opposer has continuously used the JUST DO IT Mark in interstate commerce in connection with a variety of goods and services for many years, including, but not limited to, the goods covered by the registrations for the JUST DO IT Mark identified below, and other registrations owned by Opposer over the years for the JUST DO IT Mark.

5. Opposer is the owner of the following U.S. Trademark Registrations for the JUST DO IT Mark:

Mark	Reg. No.	Registration Date	International Class(es)
JUST DO IT.	Reg. 1,875,307	January 24, 1995	25
JUST DO IT	Reg. 4,350,316	June 11, 2013	9
JUST DO IT	Reg. 4,704,671	March 17, 2015	9
JUST DO IT	Reg. 4,764,071	June 30, 2015	18, 25
JUST DO IT	Reg. 4,902,036	February 16, 2016	21

Copies of the above registrations for the JUST DO IT Mark, including the USPTO TSDR records showing current status and title, are attached as Exhibit A. Registration No. 1,857,307 is incontestable pursuant to Section 15 of the Lanham Act, 15 U.S.C. § 1065, and thus serves as conclusive evidence of the validity of Opposer's JUST DO IT Mark pursuant to 15 U.S.C. § 1115(b).

6. In addition to the registrations identified above, over the years, Opposer has owned other registrations for the JUST DO IT Mark in the United States.

7. Opposer has made substantial sales of goods and services under its JUST DO IT

Mark, and has used the JUST DO IT Mark as a slogan in highly successful advertising and promotional campaigns over the course of many years.

8. Opposer has brought numerous other successful oppositions based on the JUST DO IT Mark, including its opposition to the mark JUST JESU IT reported in *Nike, Inc. v. Peter Maher and Patricia Hoyt Maher*, 100 USPQ2d 1018 (TTAB 2011). In *Nike v. Maher*, the Board sustained Opposer's opposition on both the grounds of likelihood of confusion with the JUST DO IT Mark and dilution, and found that Opposer's JUST DO IT Mark was famous.

9. As a result of Opposer's long use and registration of its JUST DO IT Mark, Opposer has developed substantial goodwill in said mark, and the public has come to associate the JUST DO IT Mark with the goods and services of Opposer.

10. Applicant filed its application for Applicant's Mark on October 15, 2014, stating its intention to use the mark in connection with "Clothing, namely, tops, shirts, jackets, bottoms, pants, shorts, underwear, pajamas; clothing, namely, ties; gloves; Halloween and masquerade costumes; footwear, namely, shoes, sneakers, slippers; headwear, namely, hats; wrist bands; bandanas" in International Class 25.

11. If Applicant is permitted to register its mark, the registration will give Applicant a *prima facie* exclusive right to the use of Applicant's Mark for the goods set forth in the application. Such registration would damage and injure Opposer.

COUNT I

LIKELIHOOD OF CONFUSION

12. Opposer repeats and realleges paragraphs 1-11 as paragraph 12 of this Count I.

13. Opposer's use and registration of its JUST DO IT Mark is long prior to the filing date of the opposed Application.

14. On information and belief, Applicant was aware of Opposer's JUST DO IT Mark at the time that it filed its application.

15. Applicant's Mark is confusingly similar to Opposer's JUST DO IT Mark.

16. Applicant's use and registration of Applicant's Mark will inevitably lead to confusion, to mistake, or to deception of the public within the meaning of Section 2(d) of the Lanham Act, 15 USC §1052(d), all to Opposer's grave and irreparable damage.

17. Registration of Applicant's Mark should be denied based on a likelihood of confusion with Opposer's prior JUST DO IT Mark, in violation of Section 2(d) of the Lanham Act, 15 USC §1052(d).

COUNT II

DILUTION

18. Opposer repeats and realleges paragraphs 1-17 as paragraph 18 of this Count II.

19. As a further ground for the opposition, Opposer's JUST DO IT Mark, which has been in use in commerce for more than twenty-five years, and registered for more than twenty years, is famous within the meaning of Lanham Act Section 43(c), 15 USC 1125(c).

20. Opposer's JUST DO IT Mark became famous prior to the filing date of the application for Applicant's Mark and prior to any use or any use in commerce by Applicant of Applicant's Mark, JUST BRING IT, as a trademark, service mark, or trade name.

21. Registration of Applicant's Mark is likely to cause dilution of Opposer's JUST DO IT Mark, to the injury of Opposer, by diluting the distinctiveness of Opposer's JUST DO IT Mark and lessening the capacity of Opposer's JUST DO IT Mark to identify and distinguish Opposer's goods and services, in violation of Section 43(c) of the Lanham Act, 15 USC §1125(c).

22. Registration of Applicant's Mark should be denied based on a likelihood of dilution of the distinctive quality of Opposer's famous JUST DO IT Mark, in violation of Section 43(c) of the Lanham Act, 15 USC §1125(c).

CLAIM FOR RELIEF/DAMAGE

23. By reason of the foregoing, Applicant's registration of the mark herein opposed will cause injury and damage to Opposer's rights to its registered JUST DO IT Mark and to its use thereof described above.

WHEREFORE, Opposer respectfully prays that the present opposition be sustained and that the registration sought by the Applicant be refused.

DEPOSIT ACCOUNT AUTHORIZATION

Please charge the statutory fee of \$300 to our firm's deposit account, No. 19-0733. Please also charge any additional fees, or credit any overpayments, to our firm's deposit account, No. 19-0733.

Respectfully submitted,
BANNER & WITCOFF, LTD.
Attorneys for Opposer

Date: June 27, 2016

By: /helen hill minsker/

Helen Hill Minsker
Audra C. Eidem Heinze
10 South Wacker Drive, Suite 3000
Chicago, Illinois 60606
Telephone: 312-463-5000

Enclosures:
Exhibit A

Copy of Reg. No. 1,875,307, No. 4,350,316, No. 4,704,671, No. 4,764,071 and No. 4,902,036 and TSDR Records Showing Current Status and Title

CERTIFICATE OF SERVICE

I hereby certify that on this 27th day of June, 2016, a copy of the foregoing Notice of Opposition was deposited with the United States Postal Service to be served on Applicant's Attorney of Record by first-class class mail, postage prepaid, addressed as follows:

Lauren A. Dienes-Middlen
World Wrestling Entertainment, Inc.
1241 East Main Street
Stamford, Connecticut 06902-3520

/helen hill minsker/

Generated on: This page was generated by TSDR on 2016-06-27 16:30:44 EDT

Mark: JUST DO IT.

US Serial Number: 73829171

Application Filing Date: Oct. 03, 1989

US Registration Number: 1875307

Registration Date: Jan. 24, 1995

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: The registration has been renewed.

Status Date: Dec. 19, 2014

Publication Date: Nov. 01, 1994

Mark Information

Mark Literal Elements: JUST DO IT.

Standard Character Claim: No

Mark Drawing Type: 1 - TYPESET WORD(S) /LETTER(S) /NUMBER(S)

Related Properties Information

Parent Of: 74801373

Goods and Services

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *.* identify additional (new) wording in the goods/services.

For: CLOTHING, NAMELY T-SHIRTS, SWEATSHIRTS AND CAPS

International Class(es): 025 - Primary Class

U.S Class(es): 039

Class Status: ACTIVE

Basis: 1(a)

First Use: Jan. 26, 1989

Use in Commerce: Jan. 26, 1989

Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Amended Use: No

Filed ITU: No

Currently ITU: No

Amended ITU: No

Filed 44D: No

Currently 44D: No

Amended 44D: No

Filed 44E: No

Currently 44E: No

Amended 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

Current Owner(s) Information

Owner Name: NIKE, INC.

Owner Address: DF3
ONE BOWERMAN DRIVE
BEAVERTON, OREGON UNITED STATES 97005

Legal Entity Type: CORPORATION

State or Country Where Organized: OREGON

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Jaime M. Lemons

Attorney Primary Email Address: Nike.Docket@nike.com leah.kling@nike.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: Jaime M. Lemons
Nike, Inc.
ONE BOWERMAN DRIVE, DF-3
BEAVERTON, OREGON UNITED STATES 97005

Phone: 503-671-6453

Fax: 503-646-6926

Correspondent e-mail: Nike.Docket@nike.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Apr. 28, 2015	ATTORNEY REVOKED AND/OR APPOINTED	
Apr. 28, 2015	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Dec. 19, 2014	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Dec. 19, 2014	REGISTERED AND RENEWED (SECOND RENEWAL - 10 YRS)	70131
Dec. 19, 2014	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	70131
Dec. 10, 2014	TEAS SECTION 8 & 9 RECEIVED	
Nov. 21, 2013	NOTICE OF SUIT	
Mar. 22, 2013	ATTORNEY REVOKED AND/OR APPOINTED	
Mar. 22, 2013	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Oct. 17, 2011	ATTORNEY REVOKED AND/OR APPOINTED	
Oct. 17, 2011	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Jun. 15, 2011	ATTORNEY REVOKED AND/OR APPOINTED	
Jun. 15, 2011	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Mar. 15, 2011	ATTORNEY REVOKED AND/OR APPOINTED	
Mar. 15, 2011	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Jan. 03, 2011	NOTICE OF SUIT	
Oct. 15, 2010	ATTORNEY REVOKED AND/OR APPOINTED	
Oct. 15, 2010	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Jun. 24, 2009	ATTORNEY REVOKED AND/OR APPOINTED	
Jun. 24, 2009	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Sep. 25, 2008	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Aug. 27, 2008	ATTORNEY REVOKED AND/OR APPOINTED	
Aug. 27, 2008	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Jun. 25, 2008	NOTICE OF SUIT	
Jun. 23, 2008	NOTICE OF SUIT	

Jun. 23, 2008	NOTICE OF SUIT
Jun. 13, 2008	NOTICE OF SUIT
Jun. 13, 2008	NOTICE OF SUIT
Jun. 06, 2008	NOTICE OF SUIT
Jun. 06, 2008	NOTICE OF SUIT
Jun. 06, 2008	NOTICE OF SUIT
Jun. 05, 2008	NOTICE OF SUIT
Jun. 02, 2008	NOTICE OF SUIT
May 20, 2008	NOTICE OF SUIT
Apr. 10, 2008	NOTICE OF SUIT
Apr. 10, 2008	NOTICE OF SUIT
Apr. 10, 2008	NOTICE OF SUIT
Apr. 06, 2008	NOTICE OF SUIT
Apr. 01, 2008	NOTICE OF SUIT
Mar. 31, 2008	NOTICE OF SUIT
Mar. 31, 2008	NOTICE OF SUIT
Mar. 28, 2008	NOTICE OF SUIT
Mar. 27, 2008	NOTICE OF SUIT
Mar. 27, 2008	NOTICE OF SUIT
Mar. 26, 2008	NOTICE OF SUIT
Mar. 26, 2008	NOTICE OF SUIT
Mar. 24, 2008	NOTICE OF SUIT
Mar. 20, 2008	NOTICE OF SUIT
Mar. 20, 2008	NOTICE OF SUIT
Mar. 20, 2008	NOTICE OF SUIT
Mar. 20, 2008	NOTICE OF SUIT
Mar. 18, 2008	NOTICE OF SUIT
Mar. 13, 2008	NOTICE OF SUIT
Mar. 13, 2008	NOTICE OF SUIT
Mar. 12, 2008	NOTICE OF SUIT
Mar. 12, 2008	NOTICE OF SUIT
Mar. 12, 2008	NOTICE OF SUIT
Mar. 03, 2008	NOTICE OF SUIT
Mar. 03, 2008	NOTICE OF SUIT
Mar. 03, 2008	NOTICE OF SUIT
Feb. 26, 2008	NOTICE OF SUIT
Feb. 18, 2008	NOTICE OF SUIT
Feb. 18, 2008	NOTICE OF SUIT
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Feb. 18, 2008	NOTICE OF SUIT
Feb. 18, 2008	NOTICE OF SUIT
Feb. 18, 2008	NOTICE OF SUIT
Feb. 11, 2008	NOTICE OF SUIT
Feb. 03, 2008	NOTICE OF SUIT
Jan. 28, 2008	NOTICE OF SUIT
Jan. 28, 2008	NOTICE OF SUIT
Jul. 12, 2007	NOTICE OF SUIT
Apr. 26, 2007	NOTICE OF SUIT
Apr. 26, 2007	NOTICE OF SUIT
Apr. 26, 2007	NOTICE OF SUIT
Mar. 22, 2007	NOTICE OF SUIT
Mar. 04, 2005	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)
Mar. 04, 2005	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED
Jan. 21, 2005	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED
Jan. 21, 2005	TEAS SECTION 8 & 9 RECEIVED

Apr. 24, 2001	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	
Jan. 24, 2001	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
Jan. 24, 1995	REGISTERED-PRINCIPAL REGISTER	
Nov. 01, 1994	PUBLISHED FOR OPPOSITION	
Sep. 30, 1994	NOTICE OF PUBLICATION	
Aug. 02, 1994	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jun. 28, 1994	ASSIGNED TO EXAMINER	72148
May 11, 1994	ASSIGNED TO EXAMINER	72154
Sep. 08, 1993	LETTER OF SUSPENSION MAILED	
Aug. 10, 1993	DIVISIONAL PROCESSING COMPLETE	
Jun. 02, 1993	DIVISIONAL REQUEST RECEIVED	
Apr. 12, 1993	NON-FINAL ACTION MAILED	
Oct. 01, 1992	LETTER OF SUSPENSION MAILED	
Jul. 17, 1992	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Jan. 27, 1992	LETTER OF SUSPENSION MAILED	
Dec. 27, 1991	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Nov. 27, 1991	LETTER OF SUSPENSION MAILED	
Oct. 25, 1991	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Jul. 05, 1990	LETTER OF SUSPENSION MAILED	
Jun. 19, 1990	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Dec. 20, 1989	NON-FINAL ACTION MAILED	
Nov. 29, 1989	ASSIGNED TO EXAMINER	68181

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

Renewal Date: Jan. 24, 2015

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE

Date in Location: Dec. 19, 2014

Assignment Abstract Of Title Information

Summary

Total Assignments: 2

Registrant: NIKE, INC.

Assignment 1 of 2

Conveyance: ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

Reel/Frame: [0945/0448](#)

Pages: 15

Date Recorded: Apr. 01, 1993

Supporting Documents: No Supporting Documents Available

Assignor

Name: [NIKE, INC.](#)

Execution Date: Feb. 15, 1993

Legal Entity Type: CORPORATION

State or Country Where Organized: OREGON

Assignee

Name: [BRS, INC.](#)

State or Country Where Organized: OREGON

Legal Entity Type: CORPORATION

Address: ONE BOWERMAN DRIVE BEAVERTON, OREGON 97005-6453

Correspondent

Correspondent Name: BANNER, BIRCH, MCKIE & BECKETT

Correspondent Address: ALAN S. COOPER
1001 G STREET, N.W.
WASHINGTON, D.C. 20001-4597

Domestic Representative - Not Found

Assignment 2 of 2

Conveyance: ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

Reel/Frame: [1159/0220](#)

Pages: 16

Date Recorded: May 31, 1994

Supporting Documents: No Supporting Documents Available

Assignor

Name: [BRS, INC.](#)

Execution Date: May 27, 1994

Legal Entity Type: CORPORATION

State or Country Where Organized: OREGON

Assignee

Name: [NIKE, INC.](#)

Legal Entity Type: CORPORATION

State or Country Where Organized: OREGON

Address: ONE BOWERMAN DRIVE
BEAVERTON, OREGON 970056453

Correspondent

Correspondent Name: BANNER, BIRCH, MCKIE & BECKETT

Correspondent Address: ERIC T. FINGERHUT
ELEVENTH FLOOR
1001 G STREET, N.W.
WASHINGTON, D.C. 20001-4597

Domestic Representative - Not Found

Int. Cl.: 25

Prior U.S. Cl.: 39

United States Patent and Trademark Office **Reg. No. 1,875,307**
Registered Jan. 24, 1995

**TRADEMARK
PRINCIPAL REGISTER**

JUST DO IT.

NIKE, INC. (OREGON CORPORATION)
3900 S.W. MURRAY BOULEVARD
BEAVERTON, OR 97005

FIRST USE 1-26-1989; IN COMMERCE
1-26-1989.

FOR: CLOTHING, NAMELY T-SHIRTS,
SWEATSHIRTS AND CAPS, IN CLASS 25 (U.S.
CL. 39).

SER. NO. 73-829,171, FILED 10-3-1989.

ANIL V. GEORGE, EXAMINING ATTORNEY

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Mark: JUST DO IT

JUST DO IT

US Serial Number: 85795981

Application Filing Date: Dec. 06, 2012

US Registration Number: 4350316

Registration Date: Jun. 11, 2013

Filed as TEAS Plus: Yes

Currently TEAS Plus: Yes

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: Jun. 11, 2013

Publication Date: Mar. 26, 2013

Mark Information

Mark Literal Elements: JUST DO IT

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Related Properties Information

Claimed Ownership of US Registrations: 1817919, 1875307, 1931937

Goods and Services

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Eyeglass frames; Sunglasses

International Class(es): 009 - Primary Class

U.S Class(es): 021, 023, 026, 036, 038

Class Status: ACTIVE

Basis: 1(a)

First Use: Oct. 31, 2008

Use in Commerce: Oct. 31, 2008

Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Amended Use: No

Filed ITU: No

Currently ITU: No

Amended ITU: No

Filed 44D: No

Currently 44D: No

Amended 44D: No

Filed 44E: No

Currently 44E: No

Amended 44E: No

Filed 66A: No
Filed No Basis: No

Currently 66A: No
Currently No Basis: No

Current Owner(s) Information

Owner Name: Nike, Inc.
Owner Address: DF4
One Bowerman Drive
Beaverton, OREGON UNITED STATES 97005
Legal Entity Type: CORPORATION
State or Country Where Organized: OREGON

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Jaime M. Lemons
Attorney Primary Email Address: Nike.Docket@nike.com leah.kling@nike.com
Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: Jaime M. Lemons
Nike, Inc.
ONE BOWERMAN DRIVE, DF-3
BEAVERTON, OREGON UNITED STATES 97005
Phone: 503-671-6453
Fax: 503-646-6926
Correspondent e-mail: Nike.Docket@nike.com
Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Apr. 28, 2015	ATTORNEY REVOKED AND/OR APPOINTED	
Apr. 28, 2015	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Jun. 11, 2013	REGISTERED-PRINCIPAL REGISTER	
Mar. 26, 2013	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Mar. 26, 2013	PUBLISHED FOR OPPOSITION	
Mar. 22, 2013	ATTORNEY REVOKED AND/OR APPOINTED	
Mar. 22, 2013	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Mar. 06, 2013	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Feb. 18, 2013	APPROVED FOR PUB - PRINCIPAL REGISTER	
Feb. 18, 2013	ASSIGNED TO EXAMINER	73359
Dec. 17, 2012	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Dec. 10, 2012	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Jun. 11, 2013

United States of America
United States Patent and Trademark Office

JUST DO IT

Reg. No. 4,350,316

Registered June 11, 2013

Int. Cl.: 9

TRADEMARK

PRINCIPAL REGISTER

NIKE, INC. (OREGON CORPORATION)
DF4
ONE BOWERMAN DRIVE
BEAVERTON, OR 97005

FOR: EYEGLOSS FRAMES; SUNGLASSES, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 10-31-2008; IN COMMERCE 10-31-2008.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 1,817,919, 1,875,307, AND 1,931,937.

SER. NO. 85-795,981, FILED 12-6-2012.

GEORGE LORENZO, EXAMINING ATTORNEY



Sean Street Lee

Acting Director of the United States Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*
What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. *See* 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.*
See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*
What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or
reminder of these filing requirements.**

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. *See* 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. *See* 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

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Mark: JUST DO IT

JUST DO IT

US Serial Number: 86048407

Application Filing Date: Aug. 26, 2013

US Registration Number: 4704671

Registration Date: Mar. 17, 2015

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: Mar. 17, 2015

Publication Date: Apr. 29, 2014

Notice of Allowance Date: Jun. 24, 2014

Mark Information

Mark Literal Elements: JUST DO IT

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Related Properties Information

Claimed Ownership of US Registrations: 1875307, 1931937, 4350316 and others

Goods and Services

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis (..) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Cell phone cases; parts and accessories for cell phones, namely, cell phone covers; specialty carrying cases for cell phones; cases for hand-held computing devices; protective covers for hand-held computing devices; eyewear; sunglasses

International Class(es): 009 - Primary Class

U.S Class(es): 021, 023, 026, 036, 038

Class Status: ACTIVE

Basis: 1(a)

First Use: Dec. 2010

Use in Commerce: Dec. 2010

Basis Information (Case Level)

Filed Use: No
Filed ITU: Yes
Filed 44D: No
Filed 44E: No

Currently Use: Yes
Currently ITU: No
Currently 44D: No
Currently 44E: No

Amended Use: No
Amended ITU: No
Amended 44D: No
Amended 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

Current Owner(s) Information

Owner Name: Nike, Inc.

Owner Address: One Bowerman Drive
Beaverton, OREGON UNITED STATES 97005

Legal Entity Type: CORPORATION

State or Country Where Organized: OREGON

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Jaime M. Lemons

Attorney Primary Email Address: Nike.Docket@nike.com leah.kling@nike.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: Jaime M. Lemons
Nike, Inc.
ONE BOWERMAN DRIVE, DF-3
BEAVERTON, OREGON UNITED STATES 97005

Phone: 503-671-6453

Fax: 503-646-6926

Correspondent e-mail: Nike.Docket@nike.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Apr. 28, 2015	ATTORNEY REVOKED AND/OR APPOINTED	
Apr. 28, 2015	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Mar. 17, 2015	REGISTERED-PRINCIPAL REGISTER	
Feb. 10, 2015	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Feb. 09, 2015	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Jan. 31, 2015	STATEMENT OF USE PROCESSING COMPLETE	61813
Dec. 18, 2014	USE AMENDMENT FILED	61813
Jan. 29, 2015	CASE ASSIGNED TO INTENT TO USE PARALEGAL	61813
Dec. 18, 2014	TEAS STATEMENT OF USE RECEIVED	
Jun. 24, 2014	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Apr. 29, 2014	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Apr. 29, 2014	PUBLISHED FOR OPPOSITION	
Apr. 09, 2014	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Mar. 25, 2014	LAW OFFICE PUBLICATION REVIEW COMPLETED	73797
Mar. 25, 2014	ASSIGNED TO LIE	73797
Mar. 10, 2014	APPROVED FOR PUB - PRINCIPAL REGISTER	
Mar. 08, 2014	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Mar. 07, 2014	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Mar. 07, 2014	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Sep. 11, 2013	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Sep. 11, 2013	NON-FINAL ACTION E-MAILED	6325
Sep. 11, 2013	NON-FINAL ACTION WRITTEN	83191
Sep. 10, 2013	ASSIGNED TO EXAMINER	83191
Sep. 05, 2013	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Aug. 29, 2013	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Feb. 09, 2015

United States of America

United States Patent and Trademark Office

JUST DO IT

Reg. No. 4,704,671

NIKE, INC. (OREGON CORPORATION)
ONE BOWERMAN DRIVE
BEAVERTON, OR 97005

Registered Mar. 17, 2015

Int. Cl.: 9

FOR: CELL PHONE CASES; PARTS AND ACCESSORIES FOR CELL PHONES, NAMELY, CELL PHONE COVERS; SPECIALTY CARRYING CASES FOR CELL PHONES; CASES FOR HAND-HELD COMPUTING DEVICES; PROTECTIVE COVERS FOR HAND-HELD COMPUTING DEVICES; EYEWEAR; SUNGLASSES, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

TRADEMARK

PRINCIPAL REGISTER

FIRST USE 12-0-2010; IN COMMERCE 12-0-2010.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 1,875,307, 4,350,316, AND OTHERS.

SN 86-048,407, FILED 8-26-2013.

KATHLEEN LORENZO, EXAMINING ATTORNEY



Michelle K. Lee

Director of the United States
Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
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Requirements in the First Ten Years*

What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.* See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

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***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

NOTE: A courtesy e-mail reminder of USPTO maintenance filing deadlines will be sent to trademark owners/holders who authorize e-mail communication and maintain a current e-mail address with the USPTO. To ensure that e-mail is authorized and your address is current, please use the Trademark Electronic Application System (TEAS) Correspondence Address and Change of Owner Address Forms available at <http://www.uspto.gov>.

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Mark: JUST DO IT

JUST DO IT

US Serial Number: 86444421

Application Filing Date: Nov. 04, 2014

US Registration Number: 4764071

Registration Date: Jun. 30, 2015

Filed as TEAS Plus: Yes

Currently TEAS Plus: Yes

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: Jun. 30, 2015

Publication Date: Apr. 14, 2015

Mark Information

Mark Literal Elements: JUST DO IT

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Related Properties Information

Claimed Ownership of US Registrations: 1875307, 4350316

Goods and Services

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: All purpose sport bags; Backpacks

International Class(es): 018 - Primary Class

U.S Class(es): 001, 002, 003, 022, 041

Class Status: ACTIVE

Basis: 1(a)

First Use: Jul. 01, 2011

Use in Commerce: Jul. 01, 2011

For: Footwear; Headbands; Headwear; Pants; Shorts; Sports bras; Tank tops; Tights; Warm up suits

International Class(es): 025 - Primary Class

U.S Class(es): 022, 039

Class Status: ACTIVE

Basis: 1(a)

First Use: Jan. 26, 1989

Use in Commerce: Jan. 26, 1989

Basis Information (Case Level)

Filed Use: Yes	Currently Use: Yes	Amended Use: No
Filed ITU: No	Currently ITU: No	Amended ITU: No
Filed 44D: No	Currently 44D: No	Amended 44D: No
Filed 44E: No	Currently 44E: No	Amended 44E: No
Filed 66A: No	Currently 66A: No	
Filed No Basis: No	Currently No Basis: No	

Current Owner(s) Information

Owner Name: Nike, Inc.
Owner Address: One Bowerman Drive
Beaverton, OREGON UNITED STATES 97005
Legal Entity Type: CORPORATION
State or Country Where Organized: OREGON

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Jaime M. Lemons
Attorney Primary Email Address: Nike.Docket@nike.com leah.kling@nike.com
Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: Jaime M. Lemons
Nike, Inc.
ONE BOWERMAN DRIVE, DF-3
BEAVERTON, OREGON UNITED STATES 97005
Phone: 503-671-6453
Fax: 503-646-6926
Correspondent e-mail: Nike.Docket@nike.com
Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Jun. 30, 2015	REGISTERED-PRINCIPAL REGISTER	
Apr. 28, 2015	ATTORNEY REVOKED AND/OR APPOINTED	
Apr. 28, 2015	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Apr. 14, 2015	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Apr. 14, 2015	PUBLISHED FOR OPPOSITION	
Mar. 25, 2015	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Mar. 02, 2015	APPROVED FOR PUB - PRINCIPAL REGISTER	
Feb. 24, 2015	ASSIGNED TO EXAMINER	91174
Nov. 14, 2014	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Nov. 07, 2014	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION
Date in Location: Jun. 30, 2015

Proceedings

Summary

Number of 12

Proceedings:**Type of Proceeding: Opposition****Proceeding Number:** [91227145](#)**Filing Date:** Mar 30, 2016**Status:** Pending**Status Date:** Mar 30, 2016**Interlocutory Attorney:** ROBERT COGGINS**Defendant****Name:** Stacy Kryz, Jenn Hansen**Correspondent Address:** STACY KRYS
54 Barry Ave
Ridgefield CT , 06877-4312**Correspondent e-mail:** stacykrys@yahoo.com**Associated marks**

Mark	Application Status	Serial Number	Registration Number
JUST GIRL IT!	Opposition Pending	86647128	

Plaintiff(s)**Name:** NIKE, Inc.**Correspondent Address:** Helen Hill Minsker
Banner & Witcoff, Ltd.
10 South Wacker Drive, Suite 3000
Chicago IL UNITED STATES , 60606**Correspondent e-mail:** bwlitdocket@bannerwitcoff.com , bwptotm@bannerwitcoff.com , hminsker@bannerwitcoff.com , mhouston@bannerwitcoff.com**Associated marks**

Mark	Application Status	Serial Number	Registration Number
JUST DO IT.	Renewed	73829171	1875307
JUST DO IT	Registered	85795981	4350316
JUST DO IT	Registered	86048407	4704671
JUST DO IT	Registered	86444421	4764071
JUST DO IT	Registered	86762618	4902036

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Mar 30, 2016	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Mar 30, 2016	May 09, 2016
3	PENDING, INSTITUTED	Mar 30, 2016	
4	NOTICE OF DEFAULT	May 21, 2016	

Type of Proceeding: Opposition**Proceeding Number:** [91226869](#)**Filing Date:** Mar 14, 2016**Status:** Pending**Status Date:** Mar 14, 2016**Interlocutory Attorney:** YONG OH (RICHARD) KIM**Defendant****Name:** Batterlicious Cookie Dough Company**Correspondent Address:** STEPHEN G. LEVY
Levy Law Associates, P.A.
801 Northpoint Pkwy Suite 131
West Palm Beach FL UNITED STATES , 33407**Correspondent e-mail:** levylevy@aol.com**Associated marks**

Mark	Application Status	Serial Number	Registration Number
JUST DOUGH IT	Opposition Pending	86599179	

Plaintiff(s)**Name:** NIKE, Inc.**Correspondent Address:** Helen Hill Minsker
Banner & Witcoff, Ltd.
10 South Wacker Drive Suite 3000
Chicago IL UNITED STATES , 60606**Correspondent e-mail:** hminsker@bannerwitcoff.com, mhouston@bannerwitcoff.com , bwlitdocket@bannerwitcoff.com, bwptotm@bannerwitcoff.com**Associated marks**

Mark	Application Status	Serial Number	Registration Number
JUST DO IT.	Renewed	73829171	1875307
JUST DO IT	Registered	85795981	4350316
JUST DO IT	Registered	86048407	4704671
JUST DO IT	Registered	86444421	4764071
JUST DO IT	Registered	86762618	4902036

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Mar 14, 2016	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Mar 14, 2016	Apr 23, 2016
3	PENDING, INSTITUTED	Mar 14, 2016	
4	STIP FOR EXT	Apr 20, 2016	
5	EXTENSION OF TIME GRANTED	Apr 20, 2016	
6	STIP TO SUSP PEND SETTL NEGOTIATIONS	May 17, 2016	
7	SUSPENDED	May 17, 2016	
8	CHANGE OF CORRESP ADDRESS	May 17, 2016	
9	STIP FOR EXT	Jun 16, 2016	
10	EXTENSION OF TIME GRANTED	Jun 16, 2016	

Type of Proceeding: Opposition**Proceeding Number:** [91226308](#)**Filing Date:** Feb 15, 2016**Status:** Terminated**Status Date:** May 23, 2016**Interlocutory Attorney:** ROBERT COGGINS**Defendant****Name:** Todd Sean White**Correspondent Address:** LUKE BREAN
BREANLAW LLC
PO BOX 4120
PORTLAND OR UNITED STATES , 97208-4120**Correspondent e-mail:** tmsupport@breanlaw.com**Associated marks**

Mark	Application Status	Serial Number	Registration Number
JUST RIPP IT	Abandoned - After Inter-Partes Decision	86363500	

Plaintiff(s)**Name:** Nike, Inc.**Correspondent Address:** HELEN HILL MINSKER
BANNER & WITCOFF LTD
10 SOUTH WACKER DRIVE SUITE 3000
CHICAGO IL UNITED STATES , 60606**Correspondent e-mail:** hminsker@bannerwitcoff.com , erivera@bannerwitcoff.com , mhouston@bannerwitcoff.com , bwlitdocket@bannerwitcoff.com , bwptotm@bannerwitcoff.com**Associated marks**

Mark	Application Status	Serial Number	Registration Number
JUST DO IT.	Renewed	73829171	1875307

JUST DO IT	Registered	85795981	4350316
JUST DO IT	Registered	86048407	4704671
JUST DO IT	Registered	86444421	4764071
JUST DO IT	Registered	86762618	4902036

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Feb 15, 2016	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Feb 15, 2016	Mar 26, 2016
3	PENDING, INSTITUTED	Feb 15, 2016	
4	NOTICE OF DEFAULT	Apr 11, 2016	
5	BD DECISION: SUSTAINED	May 23, 2016	
6	TERMINATED	May 23, 2016	

Type of Proceeding: Opposition

Proceeding Number: [91225897](#) **Filing Date:** Jan 19, 2016
Status: Terminated **Status Date:** Apr 27, 2016
Interlocutory Attorney: BENJAMIN U OKEKE

Defendant

Name: The Marshall Haraden Group Inc.
Correspondent Address: THE MARSHALL HARADEN GROUP INC
31125 VIA COLINAS
WESTLAKE VILLAGE CA UNITED STATES , 91362-3927
Correspondent e-mail: Marshall@buildingthebest.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
JUST BEER IT!	Abandoned - After Inter-Partes Decision	86617889	

Plaintiff(s)

Name: NIKE, Inc.
Correspondent Address: HELEN HILL MINSKER
BANNER & WITCOFF LTD
10 SOUTH WACKER DRIVE, SUITE 3000
CHICAGO IL UNITED STATES , 60606
Correspondent e-mail: hminsker@bannerwitcoff.com , mknutsson@bannerwitcoff.com , mhouston@bannerwitcoff.com , bwlitdocket@bannerwitcoff.com , bwptotm@bannerwitcoff.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
JUST DO IT.	Renewed	73829171	1875307
JUST DO IT	Registered	85795981	4350316
JUST DO IT	Registered	86048407	4704671
JUST DO IT	Registered	86444421	4764071

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jan 19, 2016	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jan 19, 2016	Feb 28, 2016
3	PENDING, INSTITUTED	Jan 19, 2016	
4	NOTICE OF DEFAULT	Mar 15, 2016	
5	BD DECISION: SUSTAINED	Apr 27, 2016	
6	TERMINATED	Apr 27, 2016	

Type of Proceeding: Opposition

Proceeding Number: [91225870](#) **Filing Date:** Jan 15, 2016
Status: Pending **Status Date:** Jan 15, 2016

Interlocutory Attorney: ELIZABETH WINTER

Defendant

Name: Wellness International Network, Ltd.

Correspondent Address: BRYAN HAYNES
SCHEEF & STONE LLP
500 NORTH AKARD ST, SUITE 2700
DALLAS TX UNITED STATES , 75201

Correspondent e-mail: bryan.haynes@solidcounsel.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
JUST TASTE IT!	Opposition Pending	86478822	

Plaintiff(s)

Name: NIKE, Inc.

Correspondent Address: HELEN HILL MINSKER
BANNER & WITCOFF LTD
10 SOUTH WACKER DRIVE , SUITE 3000
CHICAGO IL UNITED STATES , 60606

Correspondent e-mail: hminsker@bannerwitcoff.com, mhouston@bannerwitcoff.com, aheinze@bannerwitcoff.com, bwlitdocket@bannerwitcoff.com, bwptotm@bannerwitcoff.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
JUST DO IT.	Renewed	73829171	1875307
JUST DO IT	Registered	85795981	4350316
JUST DO IT	Registered	86048407	4704671
JUST DO IT	Registered	86444421	4764071

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jan 15, 2016	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jan 15, 2016	Feb 24, 2016
3	PENDING, INSTITUTED	Jan 15, 2016	
4	STIP FOR EXT	Feb 22, 2016	
5	EXTENSION OF TIME GRANTED	Feb 22, 2016	
6	D APPEARANCE / POWER OF ATTORNEY	Mar 08, 2016	
7	ANSWER	Mar 08, 2016	
8	STIP FOR EXT	May 18, 2016	
9	EXTENSION OF TIME GRANTED	May 18, 2016	
10	STIP FOR EXT	Jun 21, 2016	
11	EXTENSION OF TIME GRANTED	Jun 21, 2016	

Type of Proceeding: Opposition

Proceeding Number: [91224807](#)

Filing Date: Nov 04, 2015

Status: Terminated

Status Date: May 20, 2016

Interlocutory Attorney: MIKE WEBSTER

Defendant

Name: Lorne Rubinoff and Delaram Hajipour

Correspondent Address: PAUL D GORNALL
ELC LAW CORP
1500 W GEORGIA ST, SUITE 1300
VANCOUVER BC CANADA , V6G 2Z6

Correspondent e-mail: pdg@enterprise-law.ca

Associated marks

Mark	Application Status	Serial	Registration
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JUST D DDIT	Abandoned - After Inter-Partes Decision	Number 86107522	Number
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Plaintiff(s)

Name: Nike, Inc.

Correspondent Address: HELEN HILL MINSKER
BANNER & WITCOFF LTD
10 S WACKER DRIVE , SUITE 3000
CHICAGO IL UNITED STATES , 60606

Correspondent e-mail: hminsker@bannerwitcoff.com , mknutsson@bannerwitcoff.com , mhouston@bannerwitcoff.com , bwlitdocket@bannerwitcoff.com , bwptotm@bannerwitcoff.com

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JUST DO IT	Registered	86048407	4704671
JUST DO IT	Registered	86444421	4764071
	Renewed	73304174	1264529
	Renewed	72414177	977190
	Renewed	73361065	1284385
	Renewed	73304275	1323343
	Renewed	74386739	1926168
	Renewed	75028000	1990180
	Renewed	74605805	2024437
	Renewed	75976088	2107521
	Renewed	74612655	2239078
	Renewed	73200031	1145473
	Renewed	75000071	2490994
	Renewed	75161020	2522877
	Section 8 and 15 - Accepted and Acknowledged	78528588	3218672
	Section 8 - Accepted	78529400	3473652
	Renewed	76046522	2863049
	Renewed	75978002	2237852

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Nov 04, 2015	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Nov 11, 2015	Dec 21, 2015
3	PENDING, INSTITUTED	Nov 11, 2015	
4	ANSWER	Dec 21, 2015	
5	ANSWER	Dec 21, 2015	
6	ANSWER	Dec 21, 2015	
7	TRIAL DATES REMAIN AS SET	Jan 06, 2016	
8	W/DRAW OF APPLICATION	May 16, 2016	
9	BD DECISION: DISMISSED W/O PREJ	May 20, 2016	
10	TERMINATED	May 20, 2016	

Type of Proceeding: Opposition

Proceeding Number: [91224128](#) **Filing Date:** Sep 30, 2015
Status: Pending **Status Date:** Sep 30, 2015
Interlocutory Attorney: MIKE WEBSTER

Defendant

Name: New Hope Charitable Foundation

Correspondent Address: DONN K HARMS
AMERICAN PATENT AND TRADEMARK LAW CENTER
12702 VIA CORTINA , STE 100

DEL MAR CA UNITED STATES , 92014-3769

Correspondent e-mail: karen@patentpending.com

Mark	Application Status	Serial Number	Registration Number
JUST BE IT!	Opposition Pending	86499788	

Plaintiff(s)

Name: NIKE, Inc.

Correspondent Address: HELEN HILL MINSKER
BANNER & WITCOFF LTD
10 SOUTH WACKER DR, STE 3000
CHICAGO IL UNITED STATES , 60606

Correspondent e-mail: hminsker@bannerwitcoff.com , mknutsson@bannerwitcoff.com , mhouston@bannerwitcoff.com , bwlitdocket@bannerwitcoff.com , bwptotm@bannerwitcoff.com

Mark	Application Status	Serial Number	Registration Number
JUST DO IT.	Renewed	73829171	1875307
JUST DO IT	Registered	85795981	4350316
JUST DO IT	Registered	86048407	4704671
JUST DO IT	Registered	86444421	4764071

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Sep 30, 2015	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Sep 30, 2015	Nov 09, 2015
3	PENDING, INSTITUTED	Sep 30, 2015	
4	ANSWER	Nov 09, 2015	
5	STIP FOR EXT	Dec 17, 2015	
6	EXTENSION OF TIME GRANTED	Dec 17, 2015	
7	STIP TO SUSP PEND SETTL NEGOTIATIONS	Mar 14, 2016	
8	SUSPENDED	Mar 14, 2016	

Type of Proceeding: Opposition

Proceeding Number: [91224232](#) Filing Date: Sep 30, 2015
Status: Terminated Status Date: Jan 19, 2016
Interlocutory Attorney: ANDREW P BAXLEY

Defendant

Name: Wayne Nakamura
Correspondent Address: WAYNE NAKAMURA
6989 CALLE DIA
CAMARILLO CA UNITED STATES , 93012

Mark	Application Status	Serial Number	Registration Number
JUST WELD IT!	Abandoned - After Inter-Partes Decision	86489971	

Plaintiff(s)

Name: Nike, Inc

Correspondent Address: HELEN HILL MINSKER
BANNER & WITCOFF LTD
10 SOUTH WACKER DR, STE 3000
CHICAGO IL UNITED STATES , 60606

Correspondent e-mail: hminsker@bannerwitcoff.com , mknutsson@bannerwitcoff.com , mhouston@bannerwitcoff.com , bwlitdocket@bannerwitcoff.com , bwptotm@bannerwitcoff.com

Mark	Application Status	Serial Number	Registration Number
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JUST DO IT.	Renewed	73829171	1875307
JUST DO IT	Registered	85795981	4350316
JUST DO IT	Registered	86048407	4704671
JUST DO IT	Registered	86444421	4764071

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Sep 30, 2015	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Oct 07, 2015	Nov 16, 2015
3	PENDING, INSTITUTED	Oct 07, 2015	
4	NOTICE OF DEFAULT	Dec 04, 2015	
5	BD DECISION: SUSTAINED	Jan 14, 2016	
6	TERMINATED	Jan 19, 2016	

Type of Proceeding: Opposition

Proceeding Number: [91223795](#) **Filing Date:** Sep 14, 2015
Status: Terminated **Status Date:** Mar 08, 2016
Interlocutory Attorney: MARY CATHERINE FAINT

Defendant

Name: Coaches Aid Corporation
Correspondent Address: LIZA MEYERS
 LIZA MEYERS, LLC
 9948 E MAPLEWOOD AVE FL 3
 ENGLEWOOD CO UNITED STATES , 80111-5442
Correspondent e-mail: liza@lizameyers.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
JUST CHOOSE IT	Abandoned - After Inter-Partes Decision	86243731	

Plaintiff(s)

Name: NIKE, Inc.
Correspondent Address: Helen Hill Minsker
 Banner & Witcoff, Ltd.
 10 South Wacker Drive Suite 3000
 Chicago IL UNITED STATES , 60606
Correspondent e-mail: hminsker@bannerwitcoff.com , mknutsson@bannerwitcoff.com , mhouston@bannerwitcoff.com , bwlitdocket@bannerwitcoff.com , bwptotm@bannerwitcoff.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
JUST DO IT.	Renewed	73829171	1875307
JUST DO IT	Registered	85795981	4350316
JUST DO IT	Registered	86048407	4704671
JUST DO IT	Registered	86444421	4764071

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Sep 14, 2015	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Sep 14, 2015	Oct 24, 2015
3	PENDING, INSTITUTED	Sep 14, 2015	
4	STIP FOR EXT	Oct 23, 2015	
5	EXTENSION OF TIME GRANTED	Oct 23, 2015	
6	STIP FOR EXT	Nov 21, 2015	
7	EXTENSION OF TIME GRANTED	Nov 21, 2015	
8	STIP FOR EXT	Dec 28, 2015	
9	EXTENSION OF TIME GRANTED	Dec 28, 2015	

10	STIP FOR EXT	Jan 21, 2016
11	EXTENSION OF TIME GRANTED	Jan 21, 2016
12	W/DRAW OF APPLICATION	Feb 19, 2016
13	BD DECISION: DISMISSED W/O PREJ	Mar 08, 2016
14	TERMINATED	Mar 08, 2016

Type of Proceeding: Opposition

Proceeding Number: [91221511](#) **Filing Date:** Apr 15, 2015
Status: Awaiting Expiration of Appeal Period **Status Date:** Apr 15, 2015
Interlocutory Attorney: WENDY COHEN

Defendant

Name: Capital E Finance Co, LLC
Correspondent Address: CAPITAL E FINANCE CO LLC
53 APPLETON ST
BOSTON MA UNITED STATES , 02116-6213
Correspondent e-mail: capitalefinance@gmail.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
JUST DID IT	Opposition Pending	86330661	

Plaintiff(s)

Name: NIKE, Inc.
Correspondent Address: HELEN HILL MINSKER
BANNER & WITCOFF LTD
10 SOUTH WACKER DRIVE, SUITE 3000
CHICAGO IL UNITED STATES , 60606
Correspondent e-mail: hminsker@bannerwitcoff.com , ahainze@bannerwitcoff.com , mhouston@bannerwitcoff.com , bwptotm@bannerwitcoff.com , bwlitdocket@bannerwitcoff.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
JUST DO IT.	Renewed	73829171	1875307
JUST DO IT	Registered	85795981	4350316
JUST DO IT	Registered	86048407	4704671
JUST DO IT	Registered	86444421	4764071

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Apr 15, 2015	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Apr 15, 2015	May 25, 2015
3	PENDING, INSTITUTED	Apr 15, 2015	
4	ANSWER	May 25, 2015	
5	ANSWER	May 25, 2015	
6	P REQ FOR DISCOVERY CONFERENCE-PHONE	Jun 09, 2015	
7	TRIAL DATES REMAIN AS SET	Jun 29, 2015	
8	P MOT FOR EXT W/ CONSENT	Jul 24, 2015	
9	EXTENSION OF TIME GRANTED	Aug 19, 2015	
10	STIPULATION FOR USE OF ACR	Aug 25, 2015	
11	TRIAL DATES RESET	Oct 01, 2015	
12	STIP OF FACTS	Jan 04, 2016	
13	TRIAL DATES SET	Jan 29, 2016	
14	P ACR BRIEF	Feb 04, 2016	
15	P NOTICE OF RELIANCE	Feb 04, 2016	
16	P NOTICE OF RELIANCE	Feb 04, 2016	
17	P NOTICE OF RELIANCE	Feb 04, 2016	
18	P TESTIMONY	Feb 04, 2016	

19	P TESTIMONY	Feb 04, 2016
20	P TESTIMONY	Feb 04, 2016
21	CHANGE OF CORRESP ADDRESS	Feb 04, 2016
22	P EEXHIBITS TO DECLARATION OF MELANIE SEDLER	Feb 12, 2016
23	D ACR BRIEF	Mar 04, 2016
24	P REPLY BRIEF OR REBUTTAL BRIEF ON COUNTERCLAIM: TM RULE 2.128	Apr 05, 2016
25	CHANGE OF CORRESP ADDRESS	Apr 05, 2016
26	CHANGE OF CORRESP ADDRESS	Apr 05, 2016
27	SUBMITTED ON BRIEF ACR	Jun 14, 2016
28	BD DECISION: SUSTAINED	Jun 24, 2016

Type of Proceeding: Opposition

Proceeding Number: [91221311](#) **Filing Date:** Apr 01, 2015
Status: Terminated **Status Date:** Mar 21, 2016
Interlocutory Attorney: BENJAMIN U OKEKE

Defendant

Name: DFS Life Expressions Shoppe Inc.
Correspondent Address: RITA MADDEN
 PO BOX 89302
 ATLANTA GA UNITED STATES , 30312
Correspondent e-mail: RitaMaddenEsq@gmail.com , RitaSarpong@gmail.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
LIFE JUST LIVE IT.	Notice of Allowance - Issued	86335451	

Plaintiff(s)

Name: NIKE, Inc.
Correspondent Address: HELEN HILL MINSKER
 BANNER & WITCOFF LTD
 10 SOUTH WACKER DRIVESUITE 3000
 CHICAGO IL UNITED STATES , 60606
Correspondent e-mail: hminsker@bannerwitcoff.com , mhouston@bannerwitcoff.com , mknutsson@bannerwitcoff.com , bwptotm@bannerwitcoff.com , bwlitocket@bannerwitcoff.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
JUST DO IT.	Renewed	73829171	1875307
JUST DO IT	Registered	85795981	4350316
JUST DO IT	Registered	86048407	4704671
JUST DO IT	Registered	86444421	4764071

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Apr 01, 2015	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Apr 01, 2015	May 11, 2015
3	PENDING, INSTITUTED	Apr 01, 2015	
4	ANSWER	May 11, 2015	
5	MOT TO AMEND APPLICATION	Oct 09, 2015	
6	STIP FOR EXT	Oct 23, 2015	
7	EXTENSION OF TIME GRANTED	Oct 23, 2015	
8	STIP FOR EXT	Dec 08, 2015	
9	EXTENSION OF TIME GRANTED	Dec 08, 2015	
10	RESPONSE DUE 30 DAYS (DUE DATE)	Dec 11, 2015	Jan 10, 2016
11	MOT TO AMEND APPLICATION	Jan 04, 2016	
12	RESPONSE DUE 30 DAYS (DUE DATE)	Feb 04, 2016	Mar 05, 2016

13	W/DRAW OF OPPOSITION	Feb 22, 2016
14	BD DECISION: DISMISSED W/O PREJ	Mar 21, 2016
15	TERMINATED	Mar 21, 2016

Type of Proceeding: Opposition

Proceeding Number: [91219572](#) **Filing Date:** Dec 02, 2014
Status: Terminated **Status Date:** Mar 27, 2015
Interlocutory Attorney: YONG OH (RICHARD) KIM

Defendant

Name: Luke Stephens and Jesse Merry
Correspondent Address: LUKE STEPHENS
3030 COUNTY ROAD 315
SILT CO UNITED STATES , 81652-8607
Correspondent e-mail: jm338rum@gmail.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
FRAC-N-HOSE JUST FRAC IT	Abandoned - After Inter-Partes Decision	86214963	

Plaintiff(s)

Name: Nike, Inc.
Correspondent Address: HELEN HILL MINSKER
BANNER & WITCOFF LTD
10 SOUTH WACKER DRIVE SUITE 3000
CHICAGO IL UNITED STATES , 60606
Correspondent e-mail: hminsker@bannerwitcoff.com , nbattey@bannerwitcoff.com , mhouston@bannerwitcoff.com , bwptotm@bannerwitcoff.com , bwlitdocket@bannerwitcoff.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
JUST DO IT.	Renewed	73829171	1875307
JUST DO IT	Registered	85795981	4350316
JUST DO IT	Registered	86048407	4704671
JUST DO IT	Registered	86444421	4764071

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Dec 02, 2014	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Dec 02, 2014	Jan 11, 2015
3	PENDING, INSTITUTED	Dec 02, 2014	
4	NOTICE OF DEFAULT	Jan 30, 2015	
5	BD DECISION: SUSTAINED	Mar 27, 2015	
6	TERMINATED	Mar 27, 2015	

United States of America
United States Patent and Trademark Office

JUST DO IT

Reg. No. 4,764,071

NIKE, INC. (OREGON CORPORATION)
ONE BOWERMAN DRIVE
BEAVERTON, OR 97005

Registered June 30, 2015

Int. Cls.: 18 and 25

FOR: ALL PURPOSE SPORT BAGS; BACKPACKS, IN CLASS 18 (U.S. CLS. 1, 2, 3, 22 AND 41).

TRADEMARK

FIRST USE 7-1-2011; IN COMMERCE 7-1-2011.

PRINCIPAL REGISTER

FOR: FOOTWEAR; HEADBANDS; HEADWEAR; PANTS; SHORTS; SPORTS BRAS; TANK TOPS; TIGHTS; WARM UP SUITS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 1-26-1989; IN COMMERCE 1-26-1989.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 1,875,307 AND 4,350,316.

SER. NO. 86-444,421, FILED 11-4-2014.

CRISTIANA SCHWAB, EXAMINING ATTORNEY



Michelle K. Lee

Director of the United States
Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*

What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.* See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

NOTE: A courtesy e-mail reminder of USPTO maintenance filing deadlines will be sent to trademark owners/holders who authorize e-mail communication and maintain a current e-mail address with the USPTO. To ensure that e-mail is authorized and your address is current, please use the Trademark Electronic Application System (TEAS) Correspondence Address and Change of Owner Address Forms available at <http://www.uspto.gov>.

Generated on: This page was generated by TSDR on 2016-06-27 16:29:35 EDT

Mark: JUST DO IT

JUST DO IT

US Serial Number: 86762618

Application Filing Date: Sep. 21, 2015

US Registration Number: 4902036

Registration Date: Feb. 16, 2016

Filed as TEAS RF: Yes

Currently TEAS RF: Yes

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: Feb. 16, 2016

Publication Date: Dec. 01, 2015

Mark Information

Mark Literal Elements: JUST DO IT

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Goods and Services

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((.)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *.* identify additional (new) wording in the goods/services.

For: Bottles, sold empty

International Class(es): 021 - Primary Class

U.S Class(es): 002, 013, 023, 029, 030, 033, 040, 050

Class Status: ACTIVE

Basis: 1(a)

First Use: Jul. 01, 2015

Use in Commerce: Jul. 01, 2015

Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Amended Use: No

Filed ITU: No

Currently ITU: No

Amended ITU: No

Filed 44D: No

Currently 44D: No

Amended 44D: No

Filed 44E: No

Currently 44E: No

Amended 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

Current Owner(s) Information

Owner Name: Nike, Inc.

Owner Address: DF3
One Bowerman Drive
Beaverton, OREGON UNITED STATES 97005

Legal Entity Type: CORPORATION

State or Country Where Organized: OREGON

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Dinisa Hardley Folmar

Attorney Primary Email Address: nike.docket@nike.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: DINISA HARDLEY FOLMAR
Nike Inc
1 SW Bowerman Dr
Beaverton, OREGON UNITED STATES 97005-0979

Phone: 503.671.6453

Fax: 503.646.6926

Correspondent e-mail: nike.docket@nike.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Feb. 16, 2016	REGISTERED-PRINCIPAL REGISTER	
Dec. 01, 2015	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Dec. 01, 2015	PUBLISHED FOR OPPOSITION	
Nov. 11, 2015	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Oct. 23, 2015	APPROVED FOR PUB - PRINCIPAL REGISTER	
Oct. 22, 2015	ASSIGNED TO EXAMINER	67443
Sep. 24, 2015	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Sep. 24, 2015	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Feb. 16, 2016

Proceedings

Summary

Number of Proceedings: 3

Type of Proceeding: Opposition

Proceeding Number: [91227145](#)

Filing Date: Mar 30, 2016

Status: Pending

Status Date: Mar 30, 2016

Interlocutory Attorney: ROBERT COGGINS

Defendant

Name: Stacy Kryz, Jenn Hansen

Correspondent Address: STACY KRYS
54 Barry Ave
Ridgefield CT , 06877-4312

Correspondent e-mail: stacykrys@yahoo.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
JUST GIRL IT!	Opposition Pending	86647128	

Plaintiff(s)

Name: NIKE, Inc.

Correspondent Address: Helen Hill Minsker
Banner & Witcoff, Ltd.
10 South Wacker Drive, Suite 3000
Chicago IL UNITED STATES , 60606

Correspondent e-mail: bwlitdocket@bannerwitcoff.com , bwptotm@bannerwitcoff.com , hminsker@bannerwitcoff.com , mhouston@bannerwitcoff.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
JUST DO IT.	Renewed	73829171	1875307
JUST DO IT	Registered	85795981	4350316
JUST DO IT	Registered	86048407	4704671
JUST DO IT	Registered	86444421	4764071
JUST DO IT	Registered	86762618	4902036

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Mar 30, 2016	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Mar 30, 2016	May 09, 2016
3	PENDING, INSTITUTED	Mar 30, 2016	
4	NOTICE OF DEFAULT	May 21, 2016	

Type of Proceeding: Opposition

Proceeding Number: [91226869](#)

Filing Date: Mar 14, 2016

Status: Pending

Status Date: Mar 14, 2016

Interlocutory Attorney: YONG OH (RICHARD) KIM

Defendant

Name: Batterlicious Cookie Dough Company

Correspondent Address: STEPHEN G. LEVY
Levy Law Associates, P.A.
801 Northpoint Pkwy Suite 131
West Palm Beach FL UNITED STATES , 33407

Correspondent e-mail: levylevylaw@aol.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
JUST DOUGH IT	Opposition Pending	86599179	

Plaintiff(s)

Name: NIKE, Inc.

Correspondent Address: Helen Hill Minsker
Banner & Witcoff, Ltd.
10 South Wacker Drive Suite 3000
Chicago IL UNITED STATES , 60606

Correspondent e-mail: hminsker@bannerwitcoff.com, mhouston@bannerwitcoff.com , bwlitdocket@bannerwitcoff.com, bwptotm@bannerwitcoff.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
JUST DO IT.	Renewed	73829171	1875307
JUST DO IT	Registered	85795981	4350316
JUST DO IT	Registered	86048407	4704671
JUST DO IT	Registered	86444421	4764071

JUST DO IT

Registered

[86762618](#)

[4902036](#)

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Mar 14, 2016	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Mar 14, 2016	Apr 23, 2016
3	PENDING, INSTITUTED	Mar 14, 2016	
4	STIP FOR EXT	Apr 20, 2016	
5	EXTENSION OF TIME GRANTED	Apr 20, 2016	
6	STIP TO SUSP PEND SETTL NEGOTIATIONS	May 17, 2016	
7	SUSPENDED	May 17, 2016	
8	CHANGE OF CORRESP ADDRESS	May 17, 2016	
9	STIP FOR EXT	Jun 16, 2016	
10	EXTENSION OF TIME GRANTED	Jun 16, 2016	

Type of Proceeding: Opposition

Proceeding Number: [91226308](#)

Filing Date: Feb 15, 2016

Status: Terminated

Status Date: May 23, 2016

Interlocutory Attorney: ROBERT COGGINS

Defendant

Name: Todd Sean White

Correspondent Address: LUKE BREAN
BREANLAW LLC
PO BOX 4120
PORTLAND OR UNITED STATES , 97208-4120

Correspondent e-mail: tmsupport@breanlaw.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
JUST RIPP IT	Abandoned - After Inter-Partes Decision	86363500	

Plaintiff(s)

Name: Nike, Inc.

Correspondent Address: HELEN HILL MINSKER
BANNER & WITCOFF LTD
10 SOUTH WACKER DRIVE SUITE 3000
CHICAGO IL UNITED STATES , 60606

Correspondent e-mail: hminsker@bannerwitcoff.com , erivera@bannerwitcoff.com , mhouston@bannerwitcoff.com , bwlitdocket@bannerwitcoff.com , bwptotm@bannerwitcoff.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
JUST DO IT.	Renewed	73829171	1875307
JUST DO IT	Registered	85795981	4350316
JUST DO IT	Registered	86048407	4704671
JUST DO IT	Registered	86444421	4764071
JUST DO IT	Registered	86762618	4902036

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Feb 15, 2016	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Feb 15, 2016	Mar 26, 2016
3	PENDING, INSTITUTED	Feb 15, 2016	
4	NOTICE OF DEFAULT	Apr 11, 2016	
5	BD DECISION: SUSTAINED	May 23, 2016	
6	TERMINATED	May 23, 2016	

United States of America
United States Patent and Trademark Office

JUST DO IT

Reg. No. 4,902,036

Registered Feb. 16, 2016

Int. Cl.: 21

TRADEMARK

PRINCIPAL REGISTER

NIKE, INC. (OREGON CORPORATION)
DF3
ONE BOWERMAN DRIVE
BEAVERTON, OR 97005

FOR: BOTTLES, SOLD EMPTY, IN CLASS 21 (U.S. CLS. 2, 13, 23, 29, 30, 33, 40 AND 50).

FIRST USE 7-1-2015; IN COMMERCE 7-1-2015.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SER. NO. 86-762,618, FILED 9-21-2015.

JOHN E. MICHOS, EXAMINING ATTORNEY



Michelle K. Lee

Director of the United States
Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*

What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.* See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

NOTE: A courtesy e-mail reminder of USPTO maintenance filing deadlines will be sent to trademark owners/holders who authorize e-mail communication and maintain a current e-mail address with the USPTO. To ensure that e-mail is authorized and your address is current, please use the Trademark Electronic Application System (TEAS) Correspondence Address and Change of Owner Address Forms available at <http://www.uspto.gov>.